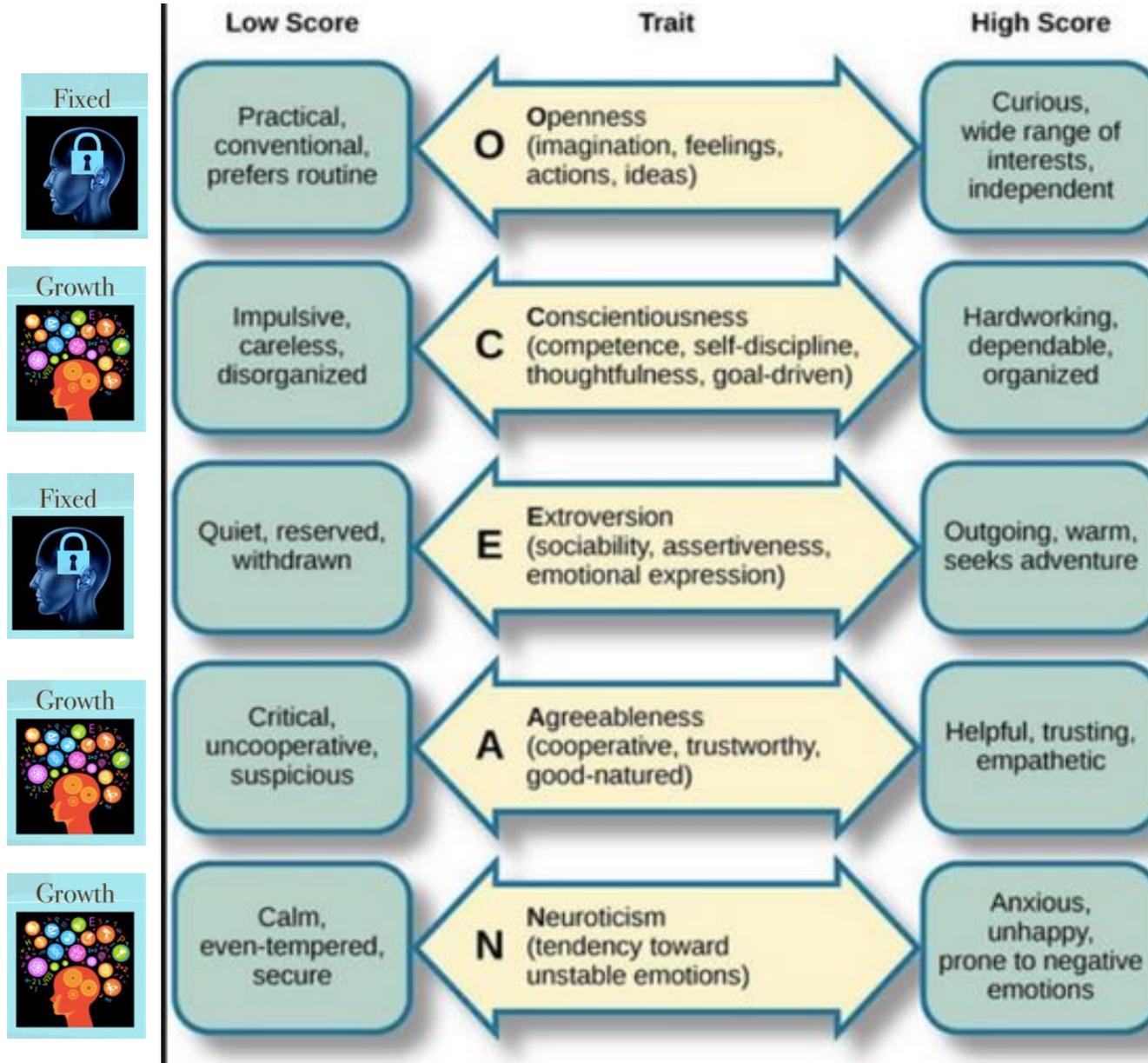


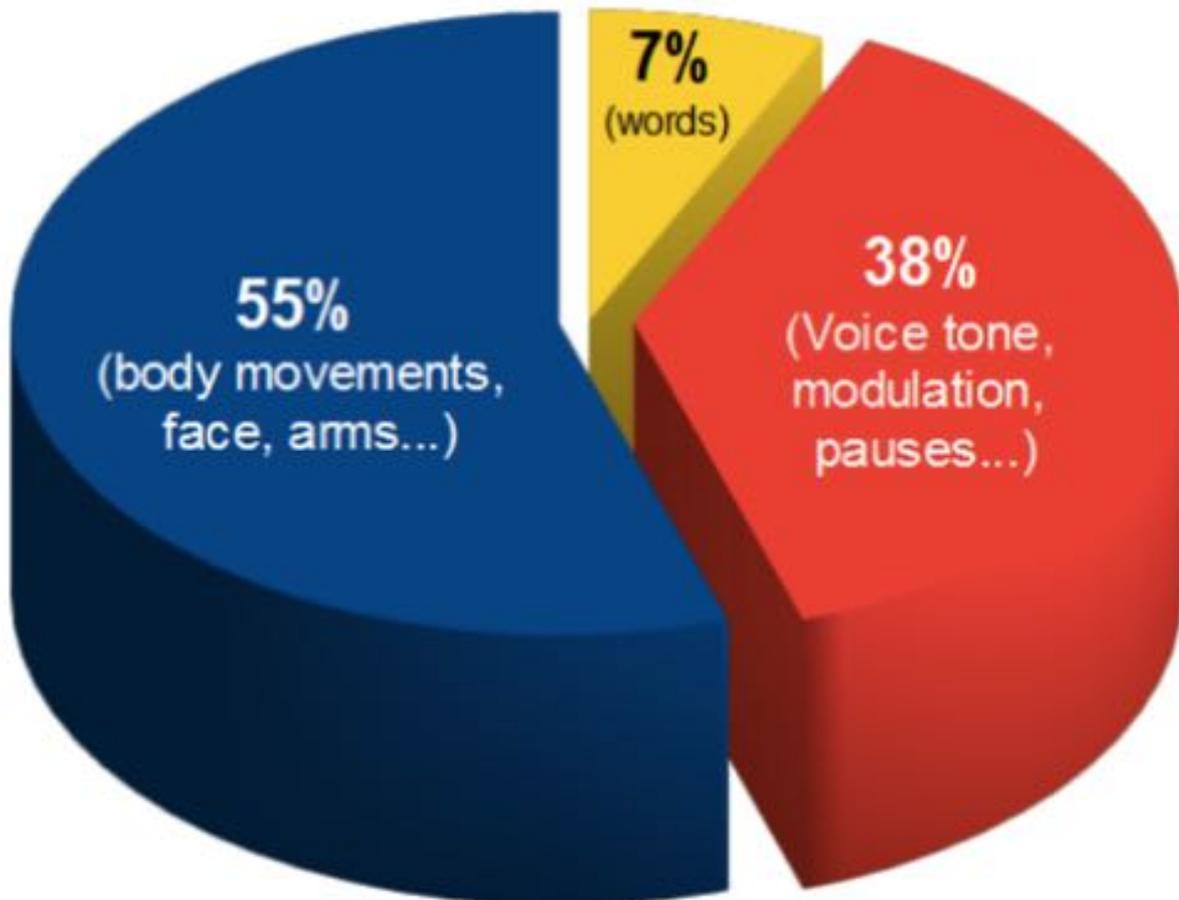


“You put your employees first and if you take care of them, then they will take good care of you. Then your customers will come back, and your shareholders will like that, so it's really a unity.”



The Five Factor Model





The Gottman Institute

Researching and Restoring
Relationships

Outsmart Your Next Angry Outburst

So much of our communication has become transactional — a word here, a sentence there — that we forget **communication, at its essence, is relational.**

What outcome do I want? Start by thinking about the outcome you're aiming for, and then respond in a way that will achieve that outcome.

What should I communicate to achieve that outcome? Emotional courage is so critical to being an effective communicator and a powerful leader.

When should I communicate to achieve that outcome? Don't communicate just because you feel like it.

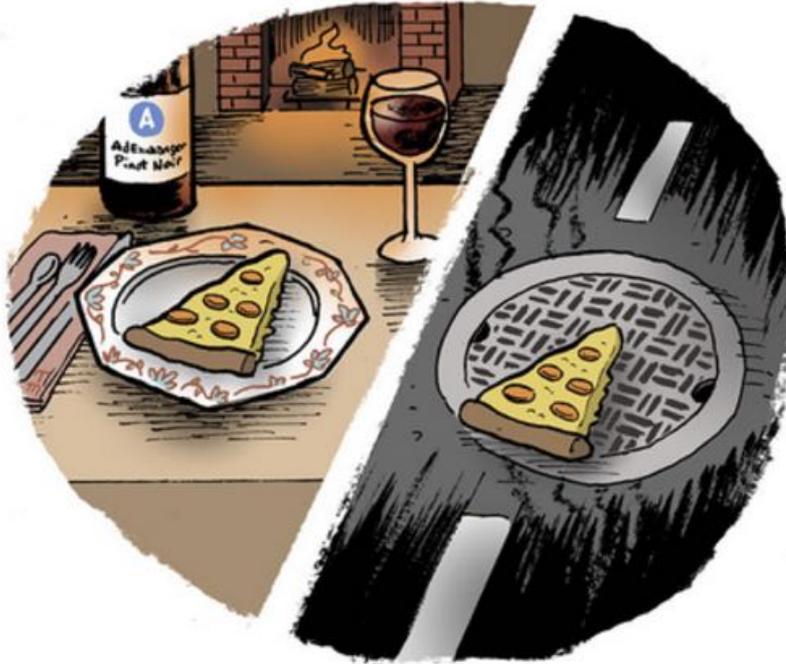
How should I communicate to achieve that outcome? Think about how you can predispose the other person to listen. Be curious and ask questions.

ADMIT WHEN
YOU'RE WRONG.
SHUT UP WHEN
YOU'RE RIGHT.

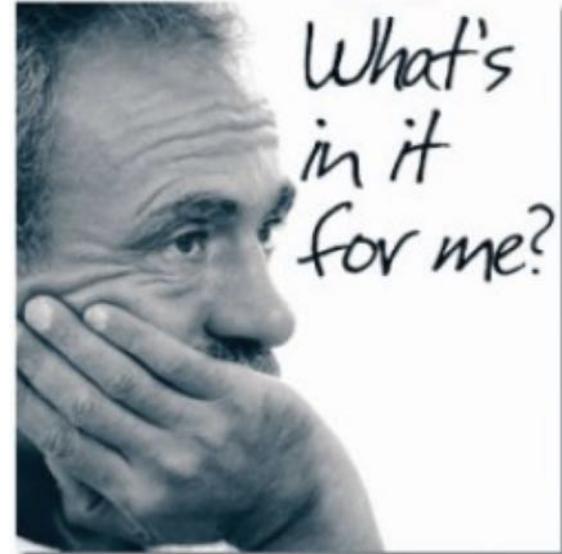


A client says that they have called and left messages for Matt several times, but they have not received a response from him. They complain that Jan (who is not their administrator) is the only person willing to answer their call.





Context Matters

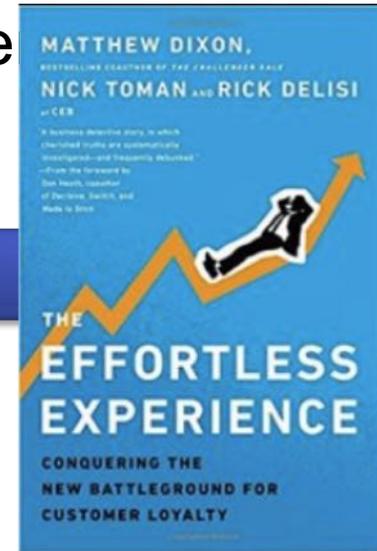


Customer service drives disloyalty not loyalty:

- The average service interaction is four times more likely to make a customer disloyal than to make the loyal.

The key to mitigating disloyalty is reducing customer effort:

- Reduce the amount of work to get issues resolved
- Disloyalty is fueled by having to make repeated contacts and **being treated in a generic manner**



Reducing customer effort means 1) simple intuitive self-service tools, and 2) **solving current problems while anticipating FUTURE ones.**



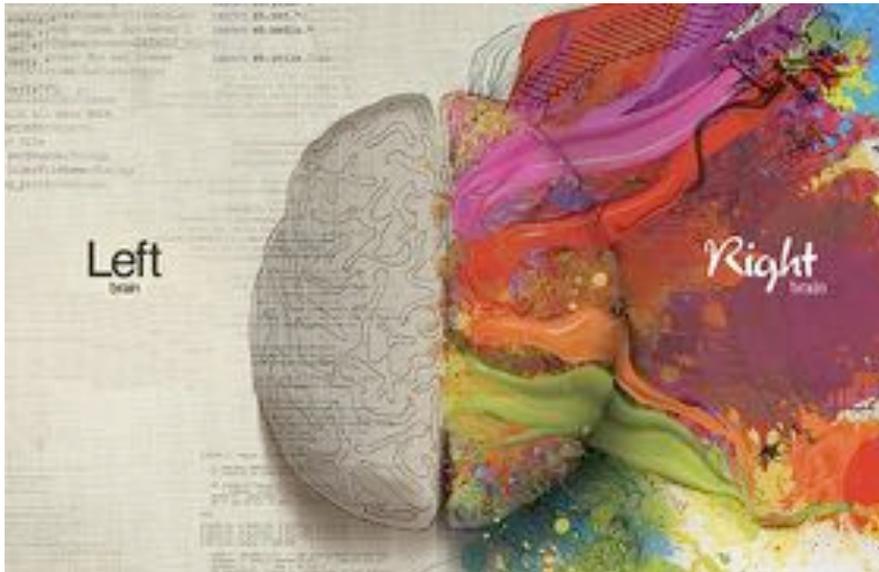
“You have every right to be upset.”

“Sorry” Is Not Enough

FROM THE JANUARY-FEBRUARY 2018 ISSUE

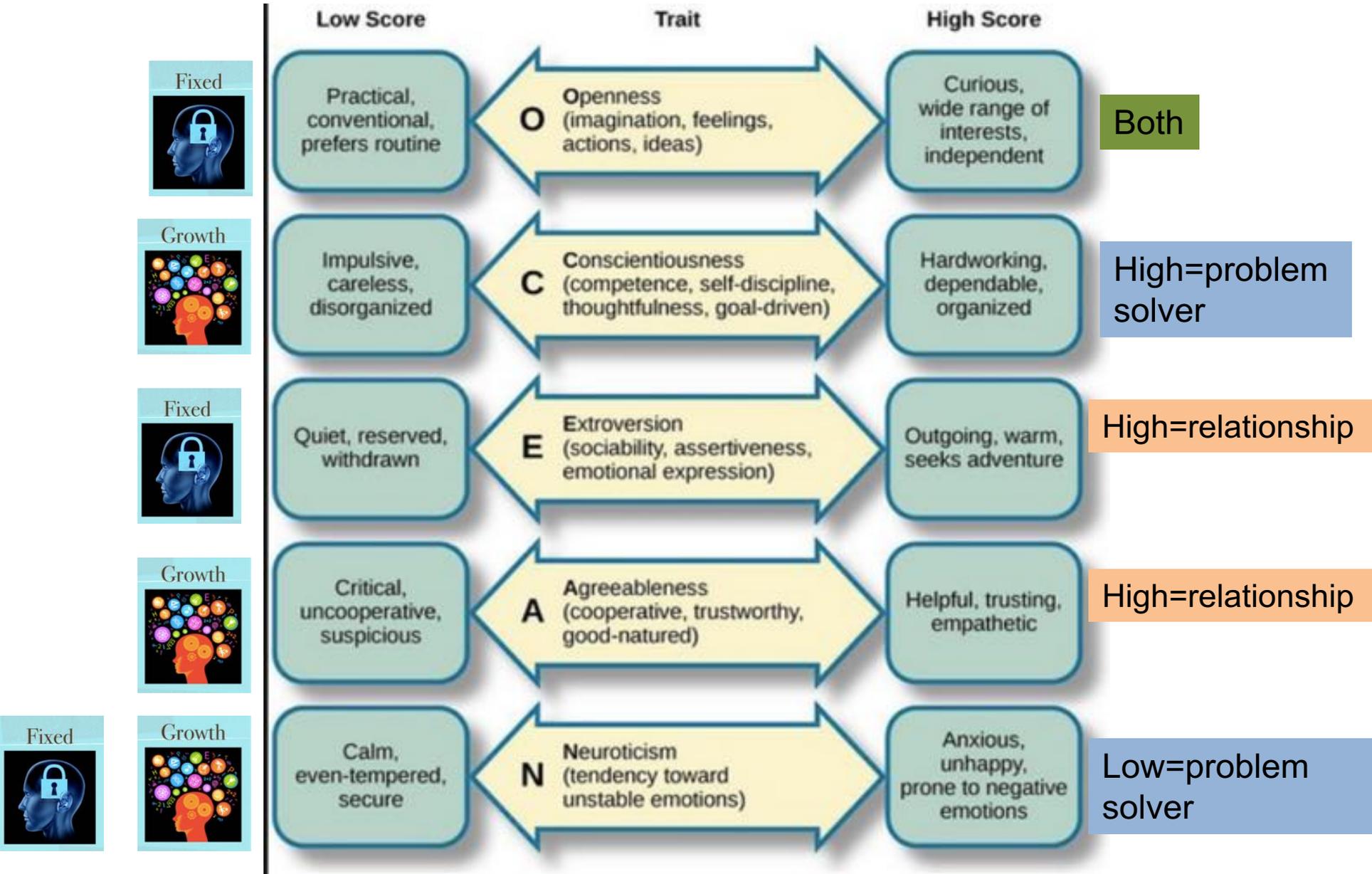


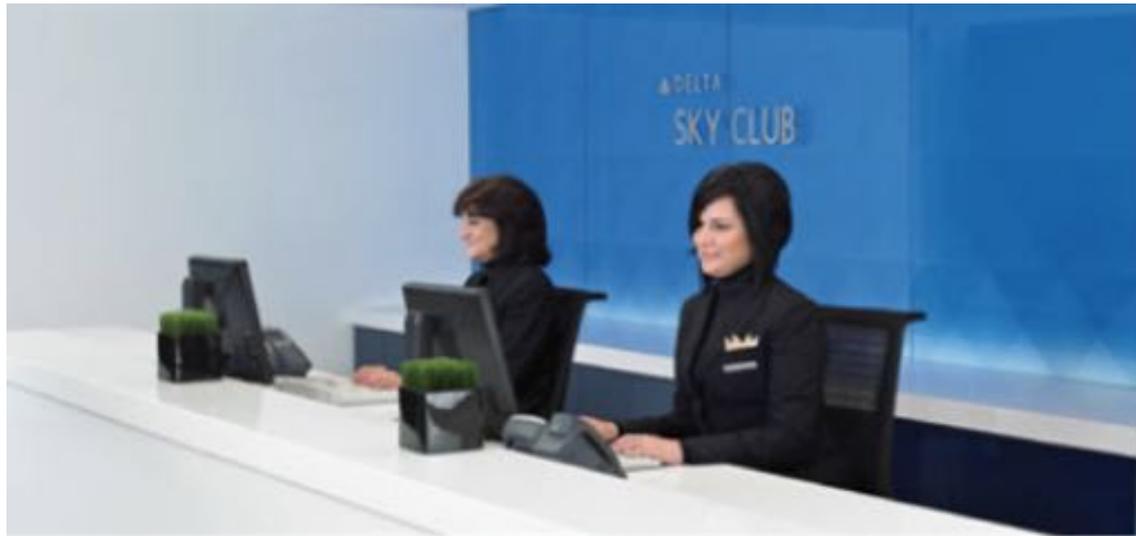
“... the more creative and interesting options the frontline person was able to give to the customer is what determined to what extent the customer was satisfied with the exchange.”





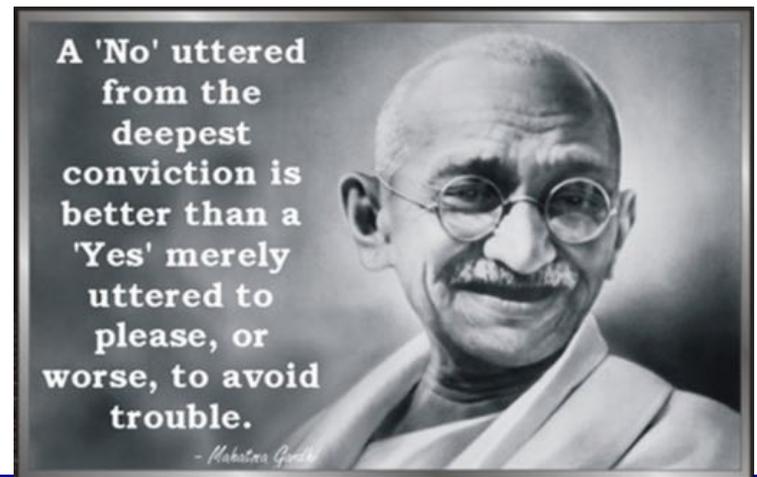
The Five Factor Model



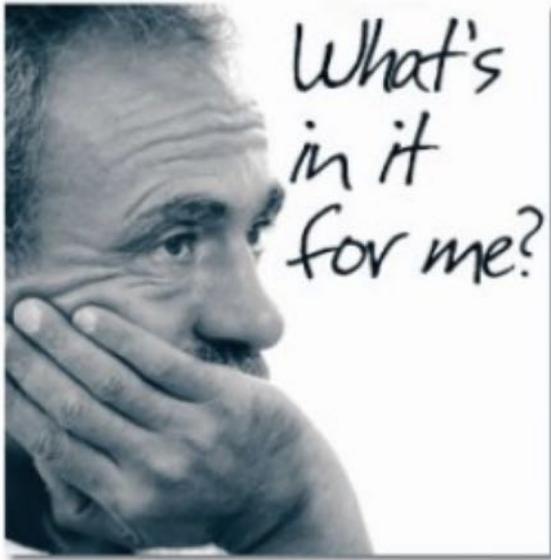




"There's a lot that goes into being what player's call 'a good teammate,'" says Price. "Transparency. Accountability. Reliability, both as a player and a friend to others in the clubhouse. Just admit mistakes. When a teammate does well, celebrate with and for him. When you see something is bothering someone, offer your shoulder."



“You have every right to be upset.”



1. The administrator looked over the client data in January without doing a deep dive. The client goes on extension because they won't be making their retirement plan contribution until August. It is discovered in July that data is missing that is needed to complete the return. The client is going on vacation and is upset that she is just now being contacted. She also mentions that her former firm never needed this much data from her and she may consider switching back to them.
1. The team has missed two promised (not legal) deadlines for a client. The client points out that this happened last year as well.